

AMENDMENTS

In the Claims:

1. (Currently amended) A sales activity management system comprising:
 - a database that stores activity management information concerning activity content of each salesperson and sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of;
 - an activity content evaluation unit that evaluates the activity content of each salesperson based on at least one of the activity management information and the sales negotiation item information, registered in said database;
 - an evaluation report document creating unit that generates an evaluation report document including evaluation report information concerning the activity content of each salesperson, based on the evaluation results by said activity content evaluation unit;
 - a customer database that stores customer information concerning customers;
 - a customer targeting unit that extracts sales negotiation item information wherein a sales negotiation progress level of in the sales negotiation item information is equal to or greater than a predetermined level among a plurality of sales negotiation items that are in progress by a salesperson, targets the customer of sales negotiation indicated by the extracted sales negotiation item information, extracts the customer information of the targeted customer from the customer database, and adds the customer information to said evaluation report information in the evaluation report document; and
 - an evaluation report document sending unit that sends the generated evaluation report document including the customer information added by information, to which the customer targeting unit and the evaluation report information~~adds the customer information~~, to a terminal device of the salesperson.
2. (Original) The sales activity management system according to claim 1, wherein the activity management information includes one of, or a plurality of data of, number of registered sales negotiations, number of customer calls made, hours of activity, number of agreements reached in sales negotiations, rate of agreements reached in sales negotiations, sales proceeds, and estimate proceeds.

3. (Original) The sales activity management system according to claim 1, wherein the sales negotiation item information includes data of progress level of each sales negotiation item.

4. (Currently amended) The sales activity management system according to claim 1, further comprising an activity pattern analyzing unit that extracts sales management information that has a number or rate equal to or greater than a predetermined number of registered sales negotiations or a predetermined rate of registered sales negotiations from said database, and analyzes the activity pattern of the salesperson, using the extracted sales management information, wherein:

said evaluation report document creating unit generates advice information towards the activity content of each salesperson based on the analysis by said activity pattern analyzing unit, and adds the generated advice information to the evaluation report information in the evaluation report document.

5. (Previously presented) The sales activity management system according to claim 4, wherein said advice information includes activity instruction information towards each salesperson.

6. (Previously presented) The sales activity management system according to claim 4, wherein said activity pattern analyzing unit extracts sales management information wherein a sales proceed or an estimate proceed is greater than a predetermined amount, from said database, and analyzes the activity pattern of the salesperson using the extracted sales management information.

7. (Currently amended) The sales activity management system according to claim 1, wherein the evaluation report document creating unit ranks the activity content of each salesperson, based on the evaluation results by the activity content evaluation unit.

8. (Canceled)

9. (Currently amended) The sales activity management system according to claim 1, further comprising a knowledge database that stores knowledge information concerning know-how and knowledge in sales activity, correlating it with customer information registered in the customer database, wherein

said customer targeting unit extracts knowledge information relating to the targeted customer from the knowledge database and sends the information to said terminal device, when sending the evaluation report document ~~information~~ to said terminal device.

10. (Currently amended) The sales activity management system according to claim 1, further comprising a knowledge database that stores sales support information including at least one data of various promotional material, sales activity record, and delivery achievement concerning apparatuses, for using in sales activity, correlating it with customer information registered in the customer database, wherein

said customer targeting unit extracts sales support information relating to the targeted customer from the knowledge database and sends the information to said terminal device, when sending the evaluation report document to said terminal device.

11. (Currently amended) The sales activity management system according to claim 1, which receives information concerning results of sales activity carried out based on said evaluation report document~~information~~, from said terminal device, and registers at least one of the activity management information and the sales negotiation item information, which are based on the received information, to said activity management information database.

12. (Currently amended) The sales activity management system according to claim 1, wherein said evaluation report document~~information~~ further includes data of comments input by a manager of said each salesperson.

13. (Currently amended) A server device comprising:
an activity content evaluation unit that evaluates activity content of each salesperson based on at least one of activity management information and sales negotiation item information, registered in a database that stores the activity management information concerning the activity content of each salesperson and the sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of;

an evaluation report document creating unit that generates an evaluation report document including evaluation report information concerning the activity content of each salesperson, based on the evaluation results by said activity content evaluation unit;

a customer targeting unit that extracts sales negotiation item information wherein a sales negotiation progress level ~~in~~of the sales negotiation item ~~information~~ is equal to or greater than a predetermined level among a plurality of sales negotiation items that are in progress by a salesperson, targets the customer of sales negotiation indicated by the extracted sales negotiation

item information, extracts customer information of the targeted customer from a customer database that stores customer information concerning customers, and adds the customer information to said evaluation report information in the evaluation report document; and

an evaluation report document sending unit that sends the generated evaluation report document including the customer information added by information, to which the customer targeting unit and the evaluation report information ~~adds the customer information~~ to a terminal device of the salesperson.

14. (Currently amended) A computer readable recording medium which stores a program for controlling a computer to execute:

a step of evaluating activity content of each salesperson based on at least one of activity management information and sales negotiation item information, registered in a database that stores the activity management information concerning the activity content of each salesperson and the sales negotiation item information concerning each sales negotiation item that each salesperson is in charge of;

a step of generating an evaluation report document including evaluation report information concerning the activity content of each salesperson, based on the evaluation results;

a step of extracting sales negotiation item information wherein a sales negotiation progress level ~~in of~~ the sales negotiation item ~~information~~ is equal to or greater than a predetermined level among a plurality of sales negotiation items that are in progress by a salesperson, targeting the customer of sales negotiation indicated by the extracted sales negotiation item information, extracting customer information of the targeted customer from a customer database that stores customer information concerning customers, and adding the customer information of the targeted customer to said evaluation report information in the evaluation report document; and

a step of sending the generated evaluation report document including information, to which the added customer information and the evaluation report information ~~is added~~, to a terminal device of a salesperson.

15. (Canceled)